

PM SECTION/MARKET	Point of Sale	Pack Allocation	Carton Allocation	Total Catalogs	Response Percentage	Number of Catalogs for Market to have "Average" Response	Number of Catalogs to Add	Number of Catalogs to Subtract
3AO ST. LOUIS	234	527	174	14020	1.67%	44,128	30,108	101st card .53
4AO PITTSBURGH	201	723	154	17540	1.15%	37,905	20,365	
2IO NASHVILLE	141	516	161	13540	1.04%	26,590	13,050	
1IO PHILADELPHIA	272	1252	172	28480	0.96%	51,294	22,814	
4MO PEORIA	115	550	74	12480	0.92%	21,687	9,207	
2EO CHARLOTTE	194	849	249	21960	0.88%	36,585	14,625	
4LO CHICAGO	332	1808	218	40520	0.82%	62,609	22,089	
2GO GREENVILLE	119	627	121	14960	0.80%	22,441	7,481	
4FO DETROIT	263	1469	193	33240	0.79%	49,597	16,357	
3HO LAKE CHARLES	36	188	69	5140	0.70%	6,789	1,649	
2HO KNOXVILLE	165	986	224	24200	0.68%	31,116	6,916	
3GO NEW ORLEANS	107	639	148	15740	0.68%	20,178	4,438	
5HO SACRAMENTO	110	658	167	16500	0.67%	20,744	4,244	
2KO BIRMINGHAM	198	1325	172	29940	0.66%	37,339	7,399	
4GO GRAND RAPIDS	104	689	98	15740	0.66%	19,612	3,872	
3FO LITTLE ROCK	87	521	172	13860	0.63%	16,407	2,547	
4HO TOLEDO	73	482	122	12080	0.60%	13,766	1,686	
2NO PENSACOLA	112	988	97	21700	0.52%	21,121		579
3DO MEMPHIS	78	608	180	15760	0.49%	14,709		1,051
2OO ORLANDO	90	788	129	18340	0.49%	16,972		1,368
2LO SAVANNAH	56	500	75	11500	0.49%	10,561		939
2FO COLUMBIA	85	742	158	18000	0.47%	16,029		1,971
2DO RALEIGH/DURHAM	61	530	133	13260	0.46%	11,503		1,757
2CO RICHMOND	135	1180	307	29740	0.45%	25,459		4,281
1HO NEW YORK	431	4452	332	95680	0.45%	81,279		14,401
3NO DALLAS/FT. WORT	141	1434	174	32160	0.44%	26,590		5,570
2AO BALTIMORE	64	652	80	14640	0.44%	12,069		2,571
3MO OKLAHOMA CITY	73	696	183	17580	0.42%	13,766		3,814
2PO TAMPA	115	1143	267	28200	0.41%	21,687		6,513
2JO ATLANTA	128	1383	201	31680	0.40%	24,138		7,542
3EO JACKSON	63	664	131	15900	0.40%	11,881		4,019
5IO SAN FRANCISCO	89	1035	113	22960	0.39%	16,784		6,176
1CO HARTFORD	38	605	19	12480	0.30%	7,166		5,314
5MO SAN DIEGO	39	621	43	13280	0.29%	7,355		5,925
1JO HARRISBURG	44	605	155	15200	0.29%	8,298		6,902
5LO LOS ANGELES	138	2236	196	48640	0.28%	26,024		22,616
5KO HAWAII	12	187	29	4320	0.28%	2,263		2,057
2MO JACKSONVILLE	48	735	133	17360	0.28%	9,052		8,308
2BO WASHINGTON	58	990	140	22600	0.26%	10,938		11,682
3QO HOUSTON	81	1498	192	33900	0.24%	15,275		18,525
5JO FRESNO	21	385	54	8780	0.24%	3,960		4,820
3RO WACO/TEMPLE	25	553	66	12380	0.20%	4,715		7,665
2QO MIAMI	23	521	67	11760	0.20%	4,337		7,423
5EO DENVER	5	767	174	18820	0.03%	943		17,877
3OO MIDLAND	2	335	44	7580	0.03%	377		7,203

053 190M  
would decrease response rate  
overall

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